

PSA PUBLIC RELATIONS VICE PRESIDENT
Master Operating Manual
Revised September, 2017

INTRODUCTION

This Master Operating Manual for the Public Relations Vice President (PRVP) provides a summary of the VP's 1) general responsibilities; 2) term of office; 3) supervisory responsibilities; 4) required meetings; 5) specific duties; 6) budget; 7) equipment required; and 8) time required. The most current Strategic/Tactical Plan is presented as Appendix A. The annual calendar is presented as Appendix B. The general duties and responsibilities for the standing committees under the supervision of the PRVP are presented in Appendix C. Sample Press Releases are presented in Appendix D.

I. GENERAL RESPONSIBILITIES

The PSA PRVP is responsible for increasing public visibility and brand awareness of PSA, and for maintaining PSA's favorable public image. The PRVP has primary supervisory responsibility for overseeing the activities of the Social Media Marketing Team, Internal Communications Committee, and Historical Research Committee. In addition, the PRVP is a national officer and a member of the PSA Board of Directors.

II. TERM OF OFFICE

Like all members of the PSA Board of Directors, the PRVP is elected in odd-numbered years for a two-year term. The term limit for the PRVP is three consecutive terms.

III. SUPERVISORY RESPONSIBILITIES

The PRVP has supervisory responsibility for three standing committees, and the Chairpersons of these standing committees report to the PRVP. The PRVP represents each committee to the PSA Board and reports to the Board on the activities of each committee she supervises.

- **Social Media Marketing Committee**

The PRVP manages all aspects of the PSA social media marketing program.

- **Internal Communications Committee**

The PRVP manages and directs writing of E-News and other communications with members.

- **Historical Research Committee**

This committee works independently to research and record the historical information of the Society. The committee furnishes records to members and Society Officers when requested. PRVP is the supervising officer to whom the Committee reports.

IV. REQUIRED MEETINGS

The PRVP is a member of the Board of Directors and the PRVP has supervisory responsibility for three standing committees.

- The PRVP must attend the semi-annual Board meetings at the annual Conference and the semi-annual meeting in the spring (usually April) at PSA headquarters.
- At the Conference, the PRVP also attends, and sometimes chairs, meetings of the committees for which she has supervisory responsibility.

V. SPECIFIC DUTIES

The specific duties of the PRVP include the management of external marketing and internal communications, and supervisory responsibility of the Historical Committee, as follows:

External Marketing/Communications (Public) –

- Marketing Strategy and Planning
- Social Media Marketing (develop and manage PSA SMM policies and channel behavior rules, team coordination, public landing page and blog, develop and implement advertising campaigns, develop calendar of themes for ads/posts, promotions, market profiling, tracking channel performance, behavior research, and determine appropriate links to PSA web, and report gaps in web messages/information to Technology VP)
- Public Relations (press release coordination, review and uploading; trade shows and branding promotional campaigns)
- Develop, manage, and update the landing page targeted at the “public”
- Competitive Analysis - as a prime consideration for focus and messages
- This position does NOT support PSA “Events” (trips, outings, meetings, conferences)

Internal Member Communications --

- Oversee distribution of weekly E-News to members currently via Constant Contact
- Develop and implement member promotions, polls (on Constant Contact)

Historical Records Committee

- Oversee the Historical Records Committee and the PSA Historian.

VI. BOD RESPONSIBILITIES

In addition, like all Board members, the PRVP also participates in the discussion and vote on any email motions required between regular Board meetings and prepares periodic reports and articles for the PSA Journal and PSA Website.

- Like all Board members, the PRVP:
 - About two months before the semi-annual Board meetings, notifies the chairmen of all Committees under his supervision that semi-annual reports are due

- Prepares her own semi-annual report of the PRVP's activities and collates the reports of the committees reporting to the PRVP
 - Emails reports and agenda to the President, Secretary, and Operations Manager by the due date set by the Secretary.
- Like all Board members, the PRVP participates in the discussion and voting on all email motions between the semi-annual "face-to-face" meetings of the PSA Board and Executive Committee. For each email motion of the Board, there are generally three e-mail communications from the Secretary
 - 1) The statement of the motion and request for Board member discussion;
 - 2) The summary of all Board member comments and call for the vote on the motion; and
 - 3) The voting results.
 (Note that each email motion is reaffirmed by vote at the next "face-to-face" meeting.)
 - Like all Board members, the PRVP writes a column for the *PSA Journal's* "On My Mind" feature, according to the schedule distributed by the Publications VP (about once every eighteen months.)
 - Like all Board members, the PRVP provides files, documents, templates, and other materials to his successor.

VII. BUDGET

Like all Board members, the PRVP prepares an annual budget (or estimates expenses) and submits it to the Treasurer, usually by about March 1. The PRVP also makes sure the committees reporting to her have prepared their budgets and sent them directly to the Treasurer on time. Note that Board members can be reimbursed for travel and hotel expenses to the semi-annual meeting (usually in April) in Oklahoma City. Such expenses are not reimbursed for the semi-annual meetings held during the PSA International Conference. An adequate dollar amount should be included in the budget in order to request reimbursement.

VIII. EQUIPMENT REQUIRED

Like all Board members, the PRVP should have minimal equipment for communicating with the Board between semi-annual meetings.

- A computer with a word processing program and a printer is necessary for preparing reports and other official documents of the Society.
- E-mail capability is necessary for exchanging ideas and voting on email motions between the semi-annual Board meetings.
- A three or four-drawer filing cabinet may be convenient for keeping old and new records.
- A scanner may also be convenient for e-mailing hard-copy documents.

IX. ESTIMATED TIME REQUIRED

The PRVP is required to spend approximately 36 hours per week performing her duties and should expect the following activity time demands.

- **External Marketing/Communications (Public) –**
 - Approximately 2 hours per week should be expected for marketing strategy and planning implementation
 - Approximately 30 hours per week should be expected to manage the Society's Social Media Marketing Program (develop and manage PSA SMM policies and channel behavior rules, team coordination, public landing page and blog, develop and implement advertising campaigns, develop calendar of themes for ads/posts, promotions, market profiling, tracking channel performance, behavior research, and determine appropriate links to PSA web, and report gaps in web messages/information to Technology VP)
 - Approximately 50 hours per year should be expected for Public Relations (press release coordination, review, videos and uploading (4 hours each * 6=20); trade shows (10 hours each * 2=20) and branding promotional campaigns (5 hours each *2=10)
 - Approximately 1 hour per week should be devoted to completing and maintaining the competitive analysis spreadsheet

- **Internal Member Communications --**
 - Oversee distribution of weekly E-News to members currently via Constant Contact
 - Develop and implement member promotions, polls (on Constant Contact)

- **Historical Records Committee --**
 - Approximately 1 hour per year should be devoted to oversee the Historical Records Committee and the PSA Historian.

- **Board of Directors --**
 - Approximately 20 hours per year are required to prepare the reports for the agendas and reports before each semi-annual Board meeting.
 - Like all Board members, the PRVP is required to attend the meetings described in "Required Meetings" which usually last about three to five days for the semi-annual meeting in Oklahoma City in the spring and about three or four days before and during the annual International Conference, not including travel time.
 - Special projects may also require a significant time commitment.
 - Approximately 20 hours per month are required for routine correspondence such as answering or re-directing requests for information about PSA and its services; for maintaining files; for writing PSA Journal news items, Website and Facebook news items; for participating email motions; and for communicating with various committees.

X. PUBLIC RELATIONS VICE PRESIDENT'S CALENDAR

The month-by-month tasks generally performed by the PRVP are presented in Appendix B, "PRVP Calendar". The general duties and responsibilities for the standing committees under the supervision of the PRVP are presented in Appendix C.

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APPENDICES

Appendix A
PRVP Current Strategic/Tactical Plan

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APPENDICES

Appendix B
PRVP's Calendar

January through December

- The PRVP Strategic and Tactical Plan updated and presented at each Board meeting and included in this appendix outlines specific target dates for this position; such as, press releases, the weekly E-News, etc.

February

- Prepare PRVP budget and make sure the chairmen of the standing committees reporting to the PRVP have prepared their budgets and sent them directly to the Treasurer

March

- Prepare PRVP's Report for the semi-annual spring meeting
- Send the Report to the President, the Secretary, and the Operations Manager

April

- Attend all meetings of the Board of Directors, usually held at PSA Headquarters.

May

July

- About July 1, notify the chairs of all committees under the supervisory responsibility of the PRVP that semi-annual reports are due in August (about five weeks before the Conference)

August

- Prepare PRVP's Report for the semi-annual Board meeting at the Conference
- Send completed copies of the PRVP's Report to the President, the Secretary, and the Operations Manager

September (or October, depending on the dates of the International Conference)

- Attend all Conference meetings of the Board of Directors.
- Attend (and sometimes Chair) the committee meetings under the supervision of the PRVP.
- Attend the Annual Banquet

April, October and November (the heaviest months for press releases)

- Write press releases for the most important awards and any others not covered by the committee members, create video, and upload to online distribution service
- Implement campaign for PSA International Exhibition
- Send press releases to the PSA Webmaster to post to the Press Release page of the website.
- Implement communications plan for congratulations to recipients of Awards and Honors on the PSA Social Media channels.

December

- Send holiday greetings where appropriate.

Throughout the Year Tasks

- Participate in discussions of e-mail motions as necessary (about 10-15 email motions are acted upon between the semi-annual Board meetings, or about 20-30 email motions per year)
- Vote on e-mail motions promptly when a vote is called.
- Write a column for the *PSA Journal's* "On My Mind" feature, according to the schedule distributed by the Publications VP (about once every eighteen months)
- Participate in the work of all Strategic Planning Task Forces to which the PRVP is assigned

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APPENDICES
Appendix C

**General Duties and Responsibilities for the Standing Committees under the
Supervision of the Public Relations Vice President**

Publications Committee

The Public Relations Vice President works directly with the Chair and the Committee and coordinates the press releases written by the Committee.

Historical Records Research Committee

This committee works independently to bring PSA records up to date, expand the scope of the records and maintain them for future use. The Committee Chair responds to requests for information contained in the records. The Historian may use the research to write about PSA history for the Journal.

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**APPENDICES
APPENDIX D**

Samples of Press Releases and Letters

Due to the changing social media requirements, a new sample will be added to this appendix in November.

Gerrie Vergona, MBA
Photographic Society of America
Public Relations Vice President
324 Richmond Avenue
Point Pleasant Beach, NJ 08742
prvp@psa-photo.org

Dear Diane,

Congratulations on your recent appointment to PSA's membership team as AMD for the Ohio Valley Area!

The Public Relations Committee would like to send a press release to publicize it. Do you have the names and e-mail addresses of camera clubs, councils, or other venues where we could send a press release to advise PSA members and potential PSA members of your appointment? You may send the information to me. I will be happy to send a press release.

Best wishes!

Gerrie Vergona
Publications Vice President

(date)

To: (Mrs. Joan Bessell, Secretary
West Tamar Camera Club Inc.)

For Immediate Release

PRESS RELEASE

Phillipa Alexander Receives Photographic Society of America Distinction Award

The **Photographic Society of America (PSA)** is pleased to announce that **Phillipa Alexander EPSA** has been awarded the **Excellence Distinction (EPSA)** in recognition of her photographic achievement record in PSA recognized International Exhibitions of photography. To qualify for the Excellence Distinction, 700 or more acceptances are required. The award Certificate will be presented in September at the 2013 PSA International Conference in Portland, Maine USA. The award includes an invitation to submit a sample of work to the EPSA Gallery on the PSA web site.

PSA is a worldwide organization of both amateur and professional photographers, with membership in over 70 countries. Visit the PSA web site at www.psa-photo.org to view the ROPA Galleries and to learn more about PSA, its activities, and the benefits of membership.

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(date)

To: Sandy Mattson, Editor
East Troy Viewfinders

For Immediate Release

PRESS RELEASE

Gerald Emmerich, Jr. FPSA, GMPSA Receives PSA President's Award

Gerald "Gerry" Emmerich, Jr. FPSA, GMPSA, was awarded the 2012 **Photographic Society of America (PSA)** President's Award at the PSA International Conference of Photography in San Francisco, CA. The President's Award, for exemplary and distinguished service to the Society and its members, was established in 2005 by **Richard M. Frieders, Hon PSA, FPSA**, during his term as PSA President. It is one of PSA's two highest awards given only to members.

Gerry has served the Society in many capacities since joining PSA in 1979, including Chapters Committee Chair, Conference Equipment Chair, Chapters Showcase Director, Photo Travel

TOPS Chair, PSA Wisconsin Chapter Chair, and Region 21 Director. He was elected to the PSA Board of Directors in 2003 as Conventions Vice President. During his term as Conventions Vice President, he organized the popular and well-attended PSA Conference held in West Yellowstone, MT in 2009. The Yellowstone National Park setting was an entirely different type of Conference, with an emphasis on opportunities to photograph the Park, rather than the usual format of meetings and programs. Yellowstone was a wonderful setting for the Conference. However, the logistics involved in finding the necessary meeting rooms for the Conference, plus accommodations for lodging and transportation, presented a real challenge. Gerry's exceptional management skills and attention to detail made it a very successful Conference.

Since 2009, Gerry has served as PSA's Secretary and as a member of the Executive and Finance Committees. He oversees the Nominating Committee, the Elections Committee, the Honors Committee, and the Ethics Review Board. Gerry is also an excellent photographer and holds PSA's highest Distinction of Grand Master.

PSA is a worldwide organization of both amateur and professional photographers, with members in over 70 countries. The PSA web site at www.psa-photo.org contains information about PSA, its activities, benefits, and membership opportunities.

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(date)

To: (Bob Reavis
Olympic Peaks Camera Club)

For Immediate Release

PRESS RELEASE

James R. Martin, APSA Recipient of PSA Service Award Plaque

James R. Martin, APSA, was awarded the **Photographic Society of America (PSA)** Service Plaque in 2012 for his many years of service to the Society. The Society is dependent on the volunteer services of its members. The Service Plaque is awarded as a thank you in recognition of time freely given to ensure the success of the Society.

Jim has served the PSA Divisions in many capacities over the years, including as an Officer and as a Division Director of several Color Slide Division services and, most recently, as Pictorial Print Division Director of American Portfolios. He has been active in camera clubs in St. Louis and in the Pacific Northwest and he served as Chair of the Puget Sound Chapter.

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